Amendments of the Specification

Please replace the paragraph [0012] with the following amended version of that paragraph:

[0012] The present invention also includes wherein the segments are incomplete parts of a personalized message. Further, the present invention includes wherein the receiving unit is a set top box. The set top box can receive both analog data streams and digital data streams, and the set top box can momentarily switch from an analog data stream to a digital data stream to play out a personalized message. Further, the set top box can switch from an analog data stream to a digital data stream triggered by VBI data. Alternatively, ~~thee~~ the set top box can momentarily switch from a first digital data stream to a second digital data stream to play out a personalized message, however triggered. The set top box can receive a plurality of television channels over the data streams, and the channels include programs include a synchronized commercial break. During the synchronized commercial break, the data streams deliver segments to create a personalized message for display irrespective of which channel the set top box had selected.

Please replace the paragraph [0055] with the following amended version of that paragraph:

[0055] Examples of transitions include fade-ins, fade-outs, morphs, and wipes between video segments, and cross fades between audio segments. These specific transitions (instead of clean cuts between segments) are occasionally wanted for artistic reasons. Transitions sometimes help in improving the flow of the message. Transitional data sent over data stream 50f defines the transitions to be played when switching from one segment to the next. One option is transmission of transition instructions to the receiver, which then computes/generates the transitions either in software or using dedicated hardware. Another option, which requires less processing power in the receiver, is that the transitions are transmitted in MPEG-2 format, meaning that the transition video and audio streams are precomputed before transmission. The switch 59 may select the correct transitional segment to connect a previous segment with a next segment. As an example, the switch 59 (FIG. 7) has three possible segments 70a, 70b and 70c, which are followed by three other possible segments 50a, 50b and 50c. There are a total of nine possible transitions between the first three segments 70a-c and the next three segments 50a-c. This is a simple combinatorial calculation, where the first segment 70a may be followed by one of three segments 50a-c, and

the same for other first segments 70b and 70c. Therefore, the solution is to pre-encode all nine possible transitions, and provide them to the switch 59 in time to allow the switch 59 to select the proper transition to fill in between the selected first segment 70 and second segment 50. The transitions are relatively small compared to the lengths of the segments being provided, therefore all the transitions may be provided over the one additional data stream 50f, and stored in a buffer until the correct transition is selected and inserted into the output data stream ~~60~~ 600. The transitions between the first segments 70 and the second segments 50 may be provided during the time the first segment 70 is being passed through the switch 59, and kept in a buffer.

Please replace the paragraph [0065] with the following amended version of that paragraph:

[0065] In order to allow for last minute personalization for each individual receiver, rendering of extra information such as text, graphics, animations, synthesized audio and video is an attractive extra feature. The rendering result is subsequently ~~overlayed~~ overlaid over the broadcasted audio and/or video segments by the receiver. Rendering of text, graphics and animations can be done either at the transmission side (e.g., a head-end) or at the STB 58. If rendering is done at the transmission side, the resulting bitmap is placed in the broadcast transport stream and addressed to one specific STB. Because of bandwidth limitations, the rendered result cannot be ~~overlayed~~ overlaid with video at the transmission side; this has to be done in the receiver. If rendering is done in the STB, only the rendering commands have to be transferred. The STB should have sufficient rendering power to allow for this option. For both options, the STB must have sufficient graphics capabilities to support rendering with the required number of colors and resolution. For animations, even more processing power is required.

Please replace the paragraph [0073] with the following amended version of that paragraph:

[0073] FIG. 13 illustrates the resulting data stream ~~58~~ 130 layout. In this case the content selection information added by the personalization application consists of the indicated SIM (Sequence Identification Message) 90, SOM (Sequence Option Message) 92 and SEM (Sequence End Message) 94, while the switch point trigger message is indicated by the SPM message 96. In this example the personalized ad comprises two slots 98, which have multiple choices of media data (e.g., video), and are preceded by gaps 69 to allow for switching time to an appropriate

media data segment. The transport stream ~~58~~ 130 shown indicates a personalized message inserted into a main program while that main program is the only one present in the transport stream ~~58~~ 130.